



Brand Profile



www.ecmag.com



ecmagbusiness@necanet.org



(202) 991-6266

The Brand for Electrical Contractors

***PARTNERSHIP WITH THE ELECTRICAL CONTRACTOR MEDIA GROUP** heightens awareness of companies' brands from their customers' mailboxes to their smartphones. These companies can connect with these buyers using the information sources they depend on.*

***ELECTRICAL CONTRACTOR** is the vital information source for the electrical contracting community. The magazine's content—showcasing industry trends, new products and vital on-the-job tips—informs our readers and influences their purchases.*



From the publisher

...

Dear electrical industry marketers,

We know the challenges you're facing, with a growing market where information is vital but hard to come by. We speak directly to your customers through our print and digital channels, helping you get your messages to the electrical construction community.

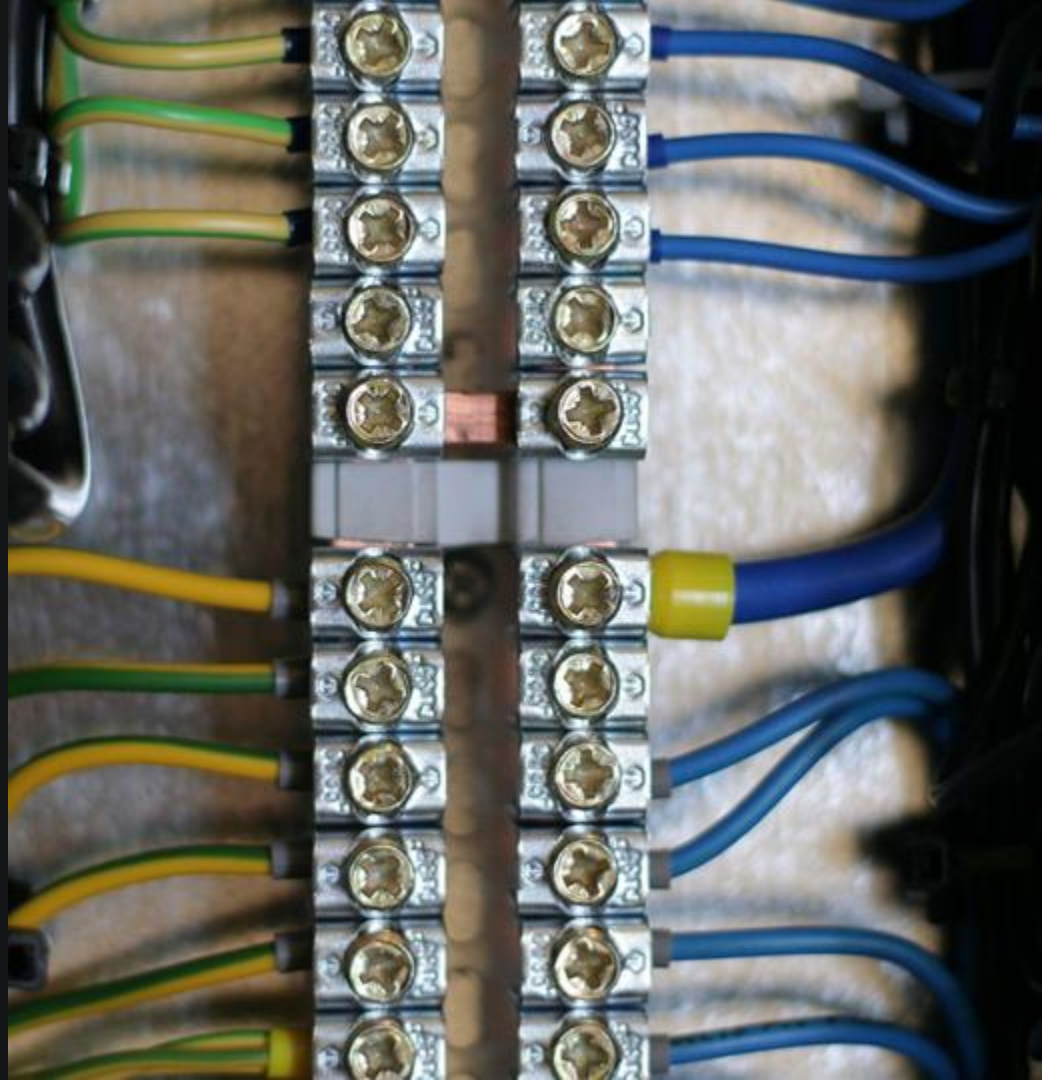
Our subscribers turn to us to deliver well researched and journalistic content and the newest products and services that will help them succeed in this ever-changing marketplace.



Andrea Klee

Publisher

andrea.klee@necanet.org



Our Readers

...

83,102

AAM-audited monthly print subscribers

\$225 billion

Size of the electrical market

**90%**

Of the industry dollar volume

**\$7.3M**

Audience engagements annually

**85%**

Of our audience are management-level decision-makers

**95%**

Of print subscribers took a product-buying action after seeing in issue

**98%**

E-newsletter delivery rate, with 28% opening the email.

**73%**

Of readers became newly aware of a product or service



How Subscribers Use Our Magazine

...

**92% read**

The magazine the first week it arrives!

84%

Have read the last 3-4 issues

90%

Read the magazine two or more times!

89%

Read both in print and digital; 71% only read in print

57%

Spend more than 30 minutes reading the magazine each month

73%

Would be more likely to buy an unknown product after seeing it advertised in our magazine.

1.7

Readers pass their magazines along to 1.7 other people.

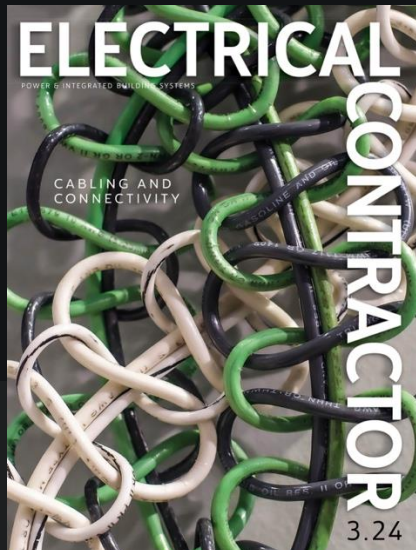
Trade magazines

Are the most used and trusted source of industry information

Print Opportunities

DISPLAY ADS

Showcase your offerings and stay top of mind through full-, half- and quarter-page ads in the print edition. Want to make a huge impact, run a spread to tell your story.



SPECIAL ADVERTISING FORMATS

Inserts, special covers, blow-in cards, tipping, all of these will grab our readers attention. Highlight new products in a way that will have our subscribers asking where they can buy it!

MAGAZINE APP BONUS

All print ads also show up in our digital edition online, extending their reach to those who want to look at the pages online.

SPECIAL SUPPLEMENTS

The quarterly SAFETY LEADER and LINE CONTRACTOR are sent with the main magazine to readers specializing in these types of work.

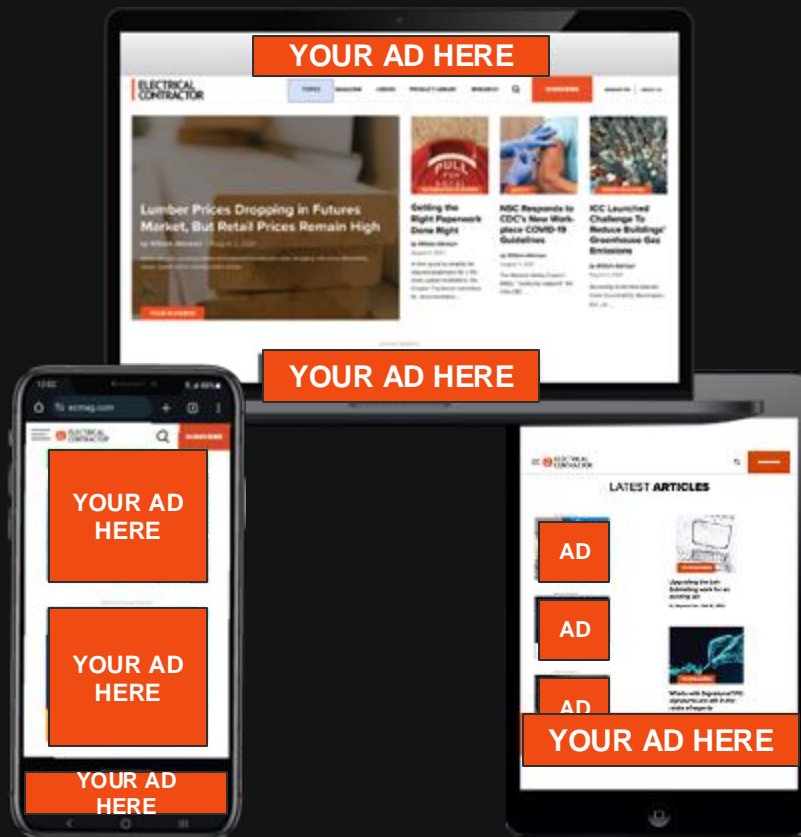


Website Opportunities

Broadcast your messages by running ads on our website, Ecmag.com. With dedicated positions and an audience that seeks out our content, your brand will grow its recognition.

AVAILABLE OPTIONS

- Hover
- Header leaderboard
- Half pages
- Interstitials
- Siderails
- Billboards
- Sponsored Content
- Videos



Email Opportunities

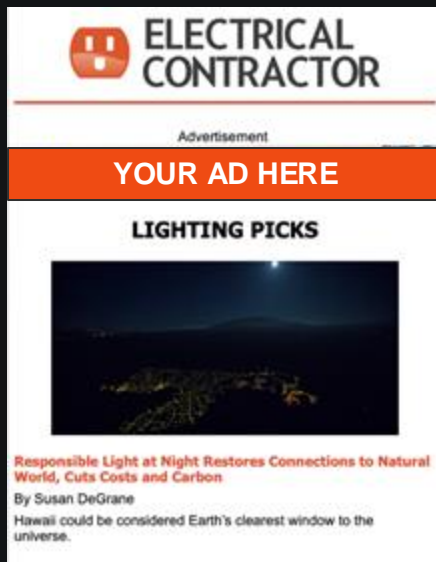
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e-Newsletters

Our weekly e-newsletters are delivered to our subscribers' mailboxes, more than 65,000 of them!

AVAILABLE OPTIONS

- Top leaderboard
- Top banner
- Middle banner
- Lower banner
- Image and text
- Single-sponsor edition buyout



e-Blasts

Delivery sponsored marketing messages directly to 32,000+ email inboxes. These are great options for lead collection!

95% Delivery

30% Open the email

1.2% Click through



ELECTRICAL CONTRACTOR

Print and Digital Packages



ELECTRICAL CONTRACTOR

1

MARKET PRESENCE

4 full-page, 4-color print issues PLUS 4 ads in the digital edition/app version linked to your website, 1 e-newsletter ad, and 1 marketplace ad

2

MARKET COMPETITIVENESS

Select any 7 print issues PLUS 7 ads in the digital edition/app version linked to your website, 2 e-newsletter ad, and 2 marketplace ads

3

MARKET DOMINANCE

Top yourself off with any 13 print issues PLUS 13 ads in the digital edition/app version linked to your website, 4 e-newsletter ads, and 3 marketplace ads, the best positions available AND frequency discounts on additional advertising or eblasts.

*Let us introduce you
to the many
advertising packages
available with
ELECTRICAL
CONTRACTOR.*

Additional Menu Items

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ELECTRICAL CONTRACTOR MEDIA GROUP Extended Options

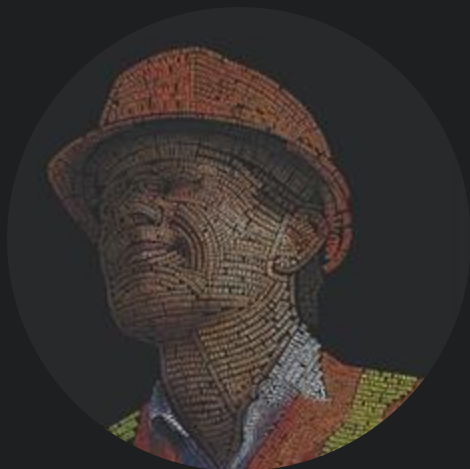
AVAILABLE OPTIONS

- Webinars
- Targeted list rental
- White papers
- Sponsored content
- Videos
- Social media
- Programmatic advertising
- Sponsored market research
- Custom options, please ask



What Our Partners Say

...



"The only magazine that one in this trade can call their very own. I can relate to just about everything in it. I see it come in the mail and can understand the feeling of why my wife reads novels."

Industry Foreman

Editorial Calendar

...

January
*Construction
Outlook*

February
*Renovation/
Retrofit*

March
*Cabling/Building
Controls*

April
*Smart
Building*

May
Safety

June
*Tools &
Technology*

July
*Business
Development*

August
NECA Show

September
*Service/
Maintenance &
Integration*

October
*Emerging
Markets*

November
*Workforce
Development/
Apprenticeship*

December
*Lighting Special
Report*

Print Works

Year after year, magazines consistently score higher than television and the internet on key engagement attributes. Not only do readers find the content more trustworthy, inspiring, and life-enhancing, their engagement with ads is significantly stronger.

- 82% trust print ads when making a purchase.
- 73% of ELECTRICAL CONTRACTOR readers said they would be more likely to purchase an unfamiliar brand/product if advertised in the magazine
- Print ads have a 77% higher brand recall than digital.
- Millennials and Gen Z feel a strong connection with print.

Sources: MPA Factbook, Conquest Graphics, FinancesOnline

Next Steps

...

Let's talk so that we can learn more about you and your marketing objectives.
Together, we'll determine the best ways to help you grow your business.



Wyman Group Justin Boulka

Phone: 612.986.6973

Email: jboulka@thewymancompany.com